

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Please change claims to read as shown below.

Change to:

1 – 68. (cancelled without prejudice)

69. (currently amended) A program storage device readable by a computer, tangibly embodying a program of instructions executable by computer ~~product embodied on a computer readable medium and comprising program code for directing at least one computer to perform the steps in a brand risk management method, comprising:~~

establishing a standard definition for a plurality of data attributes where said data attributes include at least one brand element of value,

obtaining a plurality of data from a plurality of narrow systems, a plurality of external databases, an Internet and a plurality of user input where said data includes data for one or more keywords, one or more event risks and one or more features,

preparing said data for use in processing in accordance with said standard definitions,

analyzing at least a portion of the data with a series of models as required to identify a plurality of performance indicators for the brand element of value and each of a plurality of other elements of value and a plurality of external factors that have an impact on financial performance,

developing one or more: element of value impact summaries, external factor impact summaries, scenarios and models of financial performance by segment of value using said performance indicators and said event risk data, and

simulating financial performance using said models under said scenarios as required to quantify a plurality of risks for the brand element of value, the other elements of value and the external factors

where a plurality of performance indicators further comprise one or more keyword context indicators and indicators selected from the group consisting of keyword indicators, element of value indicators, external factor indicators and combinations thereof,

where a plurality of risks further comprise event risks and risks selected from the group consisting of variability risk, market volatility risk, strategic risk, contingent liability and combinations thereof.

70. (currently amended) The program storage device ~~A computer program product~~ as in claim 69, wherein a feature comprises an option for managing one or more elements of value, one or more external factors or one or more risks of the organization.

71. (currently amended) The program storage device ~~A computer program product~~ as in claim 69, wherein a plurality of other elements of value are selected from the group consisting of alliances, bonds, channels, content, customers, customer relationships, derivatives, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, securities, supply chains, technology, vendors, vendor relationships and combinations thereof.

72. (currently amended) The program storage device ~~A computer program product~~ as in claim 69, wherein each of one or more external factors are selected from the group consisting of numerical indicators of economic conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

73. (currently amended) The program storage device ~~A computer program product~~ as in claim 69, wherein a plurality of narrow systems are selected from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management

systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.

74. (currently amended) The program storage device A ~~computer program~~ product as in claim 69, wherein one or more models of financial performance further comprise a model of financial performance for each of one or more segments of value where the segments of value are selected from the group consisting of current operation, derivative, investment, market sentiment, real option and combinations thereof.

75. (currently amended) The program storage device A ~~computer program~~ product as in claim 69, wherein a brand further comprises elements selected from the group consisting of: a symbol indicating ownership, a symbol indicating source, a device indicating ownership, a device indicating source, a mark, a hallmark, a label, a logo, a logotype, a trade mark, a stamp, a tag, a seal, a distinctive style, a model, a cut, a line, a make, a pattern, a specific characteristic, a reputation, a trait and combinations thereof.

76. (currently amended) The program storage device A ~~computer program~~ product as in claim 69, wherein the method further comprises:

- identifying one or more changes in one or more features that will optimize one or more aspects of financial performance selected from the group consisting of risk, value and combinations thereof,
- identifying said changes using a paper document or electronic display, and
- optionally implementing said feature changes by communicating with one or more narrow systems.

77. (currently amended) The program storage device ~~A computer program product~~ as in claim 69, wherein one or more scenarios are selected from the group consisting of normal, extreme and combinations thereof.

78. (currently amended) The program storage device ~~A computer program product~~ as in claim 69, wherein preparing a plurality of data for use in processing in accordance with a standard definition further comprises tagging said data with a set of economic logic integration identification information and storing said data in a file or table in an application database.

79. (currently amended) A computer implemented brand risk management method, comprising:  
establishing a standard definition for a plurality of data attributes where said data attributes include at least one brand element of value,  
obtaining a plurality of data from a plurality of narrow systems, a plurality of external databases, an Internet and a plurality of user input where said data includes data for one or more keywords, one or more event risks and one or more features,  
preparing said data for use in processing in accordance with said standard definitions,  
analyzing at least a portion of the data with a series of models as required to identify a plurality of performance indicators for the brand element of value and each of a plurality of other elements of value and a plurality of external factors that have an impact on financial performance,  
developing one or more: element of value impact summaries, external factor impact summaries, scenarios and models of financial performance by segment of value using said performance indicators and said event risk data, and  
simulating financial performance using said models under said scenarios as required to quantify a plurality of risks for the brand element of value, the other elements of value and the external factors  
where a plurality of performance indicators further comprise one or more keyword context indicators and indicators selected from the group consisting of keyword indicators, element of value indicators, external factor indicators and combinations thereof,  
where a segment of value is selected from the group consisting of current operation, real option, derivative, investment, market sentiment and combinations thereof, and  
where a plurality of risks further comprise event risks and risks selected from the group consisting of variability risk, market volatility risk, strategic risk, contingent liability and combinations thereof.

80. (previously presented) The method of claim 79, wherein each of one or more elements of value are selected from the group consisting of alliances, bonds, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, securities, supply chain technology, vendors, vendor relationships and combinations thereof.

81. (previously presented) The method of claim 79, wherein each of one or more external factors is selected from the group consisting of numerical indicators of economic conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

82. (previously presented) The method of claim 79, wherein a plurality of narrow systems are selected from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems,

weather risk management systems, workforce management systems, yield management systems and combinations thereof.

83. (previously presented) The method of claim 79, wherein a brand further comprises elements selected from the group consisting of: a symbol indicating ownership, a symbol indicating source, a device indicating ownership, a device indicating source, a mark, a hallmark, a label, a logo, a logotype, a trade mark, a stamp, a tag, a seal, a distinctive style, a model, a cut, a line, a make, a pattern, a specific characteristic, a reputation, a trait and combinations thereof.

84. (previously presented) The method of claim 79, wherein the method further comprises:  
identifying one or more feature changes that will optimize market value, risk and combinations thereof,  
identifying said changes using a paper document or electronic display, and  
and  
optionally implementing said feature changes by communicating with one or more narrow systems.

85. (previously presented) The method of claim 79, wherein one or more scenarios are selected from the group consisting of normal, extreme and combinations thereof.

86. (previously presented) The method of claim 79, wherein a keyword indicator is selected from the group consisting of keyword count, keyword ratio, keyword trend, time lagged keyword values and combinations thereof.

87. (previously presented) The method of claim 79, wherein a keyword context indicator is developed using a Bayesian analysis.

88. (previously presented) A program storage device readable by a computer, tangibly embodying a program of instructions executable by computer ~~program product embodied on a computer readable medium and comprising program code for directing at least one computer to perform the steps in a management method, comprising:~~  
establishing a standard definition for a plurality of data attributes where said data attributes include at least one brand element of value,  
obtaining a plurality of data from a plurality of narrow systems, a plurality of external databases, an Internet and a plurality of user input where said data includes data for one or more keywords, one or more event risks and one or more features,

preparing said data for use in processing in accordance with said standard definitions,  
analyzing at least a portion of the data with a series of models as required to identify a plurality of performance indicators for the brand element of value and each of a plurality of other elements of value and a plurality of external factors that have an impact on financial performance,

developing one or more: element of value impact summaries, external factor impact summaries, scenarios and models of financial performance by segment of value using said performance indicators and said event risk data, and

simulating organization financial performance using said models under said scenarios as required to quantify a market value and a plurality of risks by an element of value, external factor and segment of value

where a segment of value is selected from the group consisting of current operation, real option, derivative, investment, market sentiment and combinations thereof,

where a program storage device comprises a plurality of intelligent agents, and

where a plurality of risks further comprise event risks and risks selected from the group consisting of variability risk, market volatility risk, strategic risk, contingent liability and combinations thereof.

89. (currently amended) The program storage device A ~~computer program product~~ as in claim 88, wherein each of one or more elements of value are selected from the group consisting of alliances, bonds, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, securities, supply chain, technology, vendors, vendor relationships and combinations thereof.

90. (currently amended) The program storage device A ~~computer program product~~ as in claim 88, wherein each of one or more external factors is selected from the group consisting of numerical indicators of economic conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

91. (currently amended) The program storage device A ~~computer program product~~ as in claim 88, wherein a plurality of narrow systems are selected from the group consisting of advanced

financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.

92. (currently amended) The program storage device A-computer-program-product as in claim 88, wherein a keyword context indicator is developed using a Bayesian analysis.

93. (currently amended) The program storage device A-computer-program-product as in claim 88, wherein the method further comprises:

- identifying one or more feature changes that will optimize aspects of financial performance selected from the group consisting of total risk, market value and combinations thereof,
- identifying said changes using a paper document or electronic display, and
- and
- optionally implementing said feature changes by communicating with one or more narrow systems.



94. (currently amended) The program storage device ~~A computer program product~~ as in claim 88, wherein one or more scenarios are selected from the group consisting of normal, extreme and combinations thereof.

95. (currently amended) The program storage device ~~A computer program product~~ as in claim 88, wherein preparing a plurality of data for use in processing in accordance with a standard definition further comprises tagging said data with a set of economic logic integration identification information and storing said data in a file or table in an application database.